

Commonwealth of Massachusetts  
Department of Telecommunications and Energy  
Fitchburg Gas and Electric Light Company  
Docket Nos. D.T.E. 02-24/25  
Responses to the Department's Fifth Set of Information Requests

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**Request No. DTE 5-15 (Common):**

Refer to the Company's response to Information Request AG 1-73. For each advertisement, please discuss whether the Company considers it to be image advertising, informational advertising, or promotional advertising.

**Response:**

AG 1-73 (Electric):	
Safety Education Ads (Attachment A)	Informational
Miscellaneous Ads (Attachment B, pages 1-6)	All Informational/Image Except Town of Lunenburg which is Image
Bill Payment Assistance Ads (Attachment B, page 7)	Informational
Marketing-Related Expenses (Attachment C)	Promotional
Unitil Service Corporation Advertising Expenditures (Attachment D)	Cannot determine-is in total by account
AG 1-73 (Gas):	
Safety Education Ads (Attachment A)	Informational
Miscellaneous Ads (Attachment B, page 2)	Image
Bill Payment Assistance Ads (Attachment B, page 3)	Informational
Marketing-Related Expenses (Attachment C)	Promotional
Unitil Service Corporation Advertising Expenditures (Attachment D)	Cannot determine-is in total by account

**Person Responsible:** Mark H. Collin